glendale california

City of Glendale
Community Development
Planning & Neighborhood Services

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January 28, 2015

Jacon Taban
888 South Figueroa Street
Los Angeles, CA 90017

RE: SIGN PROGRAM CASE NO. PDR 1428836
1800 South Brand Boulevard.

Dear Mr. Taban:

On January 28, 2015, the Director of Community Development, pursuant to the provisions of the Glendale Municipal Code, Title 30, Chapter 30.33.220, **APPROVED** your application for a sign program. The sign program is for the multi-tenant mixed-use development located at 1800 South Brand Boulevard.

CONDITIONS OF APPROVAL:

1. That the development shall be in substantial accord with the plans and materials submitted with the sign program application, except for any modifications as may be required to meet specific Code standards or other conditions stipulated herein.

2. That all necessary permits shall be obtained from the Building and Safety Section and all construction shall be in compliance with the Glendale Building Code and all other applicable regulations.

3. That the sign program structures shall be maintained in a good and safe condition and appearance to the satisfaction of the Director of Community Development. Upon notice by regular mail to the tenant, any sign found to be in poor appearance or unsafe condition shall be removed or replaced within 48 hours.

4. All signs shall comply with the sign regulations contained in the zoning code.

5. The applicant shall specify the proposed materials used to compose the under-canopy signs for review and approval by staff. Approved materials shall be provided in the sign program.

6. All future signs shall comply with the sign program, and all signs, including sign type, size and location, shall be reviewed and approved by the City's Urban Designer.

7. That no other visible signs beyond those approved in this sign program shall be permitted.

8. That the site shall be maintained in a clean and orderly condition, free of weeds, trash, and graffiti.

9. That the sign program shall continue to remain in effect until superseded by a new or revised sign program.

PROJECT ANALYSIS:

The project site contains the existing Seeley's building, a mixed-use project, including live/work units and retail/commercial tenant spaces. The building is designed in the Streamlined Moderne architectural style. The property is listed on the Glendale Register of Historic Resources (G.R. No. 65). The sign program for the building proposes wall signs, under-marquee signs and marquee signs. The Director of Community Development has the authority to review and approve sign programs consistent with the following standards.

1. *Signs shall be compatible with the intended location, the project architecture, and the surroundings including significant landscape features.*

   The tenant signage design, materials, location and compatibility with the architecture appear to be appropriate for the project. Wall signs are proposed for the retail/commercial tenants along San Fernando Road centered between the storefronts and the existing canopy as well as the west brick façade of the building. The wall signs are composed of approximately 3" thick brushed aluminum channel letters with brushed aluminum plate adhered to an illuminated Plexiglas face and halo lit. These 15' high signs will be pin-mounted. Marquee signs are proposed on the canopy of the building adjacent to the San Fernando Road/Brand Boulevard intersection. Similar to the wall signs, the marquee signs will be 15" high and approximately 3" thick and composed of brushed aluminum channel letters with a brushed aluminum plate and Plexiglas face. These signs are also illuminated and attached to the canopy with pins and gusset. Under-marquee signs are proposed under the canopy of the building along Brand Boulevard. These signs will be approximately 4" thick, 3'3" wide and 1.5' high.

2. *Signs shall not unduly compete or obstruct other business signs, traffic signals, detract from the architectural features of the neighborhood, or create visual clutter.*

   The proposed signs are an appropriate size and proportion for the existing building and will provide a consistent and attractive solution to a multi-tenant signage program. The design of each type of sign is simple and without adornment, which is complementary to the Streamlined Moderne style of building.

3. *The sign program shall exhibit a harmonious design theme for the entire lot or site and shall include the use of internally consistent materials, colors and textures.*

   The wall and marquee signs are designed in a spare style, consistent with the existing Streamlined Moderne building. Each sign type is composed of a limited set of materials (Plexiglas and brushed aluminum), lit in the same manner (edge lit) and the same height (15 inches). The form and size of the under-marquee signs is the same; however, the sign program did not specify the materials to be used when constructing these signs. A condition will be added to the approval of the sign program requiring staff approval of these materials.

4. *The sign program shall be consistent with any applicable plans or guidelines related to a redevelopment project area.*

   The subject site is located in the San Fernando Road Corridor Redevelopment Project area. The plan for this redevelopment area requires that signs conform to City requirements. A condition of approval of this sign program will require that all signs conform to the City's sign regulations. The proposed sign program is deemed to be consistent with the San Fernando Road Corridor Redevelopment Project area.

This approval is for the sign program only. Sign program approval does not constitute compliance with the Zoning Code and/or Building Code requirements. Please refer to the end of this letter for information regarding plan check submittal. If there are any questions, please contact the case planner, Roger Kiesel, at 818-937-8152 or via email at rkiesel@glendaleca.gov.

APPEAL PERIOD, TIME LIMIT, LAPSE OF PRIVILEGES, TIME EXTENSION

The applicant's attention is called to the fact that this grant is not a permit or license and that any permits and licenses required by law must be obtained from the proper City and public agency. Under the provisions of the Glendale Municipal Code, Title 30, Chapter 30.62, any person affected by the above decision has the right to appeal to the City Council if it is believed that the decision is in error or that procedural errors have occurred, or if there is substantial new evidence which could not have been reasonably presented. It is strongly advised that appeals be filed early during the appeal period and in person so that plans may be corrected before the appeal period expires. Any appeal must be filed on the prescribed forms within fifteen (15) days following the actual date of the decision Information regarding appeals and appeal forms will be provided by the Building and Safety Division upon request and must be filed with the prescribed fee prior to expiration of the 15-day period, on or before **(February 12, 2015)** in the Building and Safety Division, 633 E. Broadway, Room 101.

APPEAL FORMS available on-line: http://glendaleca.gov/appeals

TRANSFERABILITY
This authorization runs with the land or the use for which it was intended for and approved. In the event the property is to be leased, rented or occupied by any person or corporation other than yourself, it is incumbent that you advise them regarding the conditions and/or limitations of this grant.

EXTENSION
An extension of the approval may be requested one time and extended for up to a maximum of one (1) additional year upon receipt of a written request from the applicant and demonstration that a reasonable effort to act on such right and privilege has commenced within the two (2) years of the approval date. In granting such extension the applicable review authority shall make a written finding that neighborhood conditions have not substantially changed since the granting of the design review approval.

NOTICE – subsequent contacts with this office
The applicant is further advised that all subsequent contact with this office regarding this determination must be with the case planner, Roger Kiesel, who acted on this case. This would include clarification and verification of condition compliance and plans or building permit applications, etc., and shall be accomplished by appointment only, in order to assure that you

receive service with a minimum amount of waiting. You should advise any consultant representing you of this requirement as well.

If an appeal is not filed within the 15-day appeal period of the decision, plans may be submitted for Building and Safety Division plan check. Prior to Building and Safety Division plan check submittal, approved plans must be stamped approved by Planning Division staff. Any changes to the approved plans will require resubmittal of revised plans for approval. Prior to Building and Safety Division plan check submittal, all changes to approved plans must be on file with the Planning Division.

An appointment must be made with the case planner, Roger Kiesel, for stamp and signature prior to submitting for building plan check. Please contact Roger Kiesel directly at 818-937-8152 or via email at rkiesel@glendaleca.gov.

Sincerely,

HASSAN HAGHANI
Director of Community Development

Jay Platt - Urban Design Studio Staff

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